



**THE RELATIONSHIP BETWEEN INDIVIDUALISM-COLLECTIVISM  
AND CONFLICT RESOLUTION STYLES:  
A CROSS CULTURAL STUDY BETWEEN SCHLUMBERGER FINANCIAL  
CENTER (M) & HONDA MANUFACTURING (M).**

**MUHAMAD SHUKRI BIN ABDUL RAZAK**

**2010916673**

**MOHD HAFIZ BIN MOHD RAZALI**

**2010756355**

**BACHELOR IN INTERNATIONAL BUSINESS (HONS.)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MALACCA CITY CAMPUS**

**JUNE 2013**

## DECLARATION OF ORIGINAL WORK



### **BACHELOR DEGREE OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS**

**FACULTY OF BUSINESS ADMINISTRATION  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

#### **“DECLARATION OF ORIGINAL WORK”**

We, MUHAMAD SHUKRI BIN ABDUL RAZAK (I/D Number: 2010916673)  
and MOHD HAFIZ BIN MOHD RAZALI (I/C Number: 2010756355)

Hereby, declare that

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this master or any other masters
- This project paper is that result of our independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature: \_\_\_\_\_

(MUHAMAD SHUKRI BIN ABDUL RAZAK)

Date: \_\_\_\_\_

\_\_\_\_\_  
(MOHD HAFIZ BIN MOHD RAZALI)

## LETTER OF TRANSMITTAL

Muhamad Shukri Bin Abdul Razak  
And  
Mohd Hafiz Bin Mohd Razali  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Administration  
Universiti Teknologi Mara  
Melaka

27 Jun 2013

Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Administration  
Universiti Teknologi Mara  
Melaka

Dear Sir,

### SUBMISSION OF PROJECT PAPER (IBM661/663)

The above matter is referred.

Enclosed herewith is our final project paper titled “**The Relationship between Individualism-Collectivism and conflict Resolution Styles: A Cross Cultural Study between Schlumberger Financial Center (M) and Honda Manufacturing (M)**” for your kind perusal.

We hope this project paper will fulfill the requirement of the Faculty of Business Administration, Universiti Teknologi Mara.

Thank you.

Yours Sincerely,

.....  
Muhamad Shukri Bin Abdul Razak,  
2010916673

.....  
Mohd Hafiz Bin Mohd Razali,  
2010756355

## **ABSTRACT**

This research paper is about on how to measure the conflict resolution style among Schlumberger Malaysia Sdn Bhd and Honda Malaysia Sdn Bhd. With 2 independent variables that already identified individualism and collectivism and the dependent variable conflict resolution style the investigation on the research title have been held. 40 sets each of questionnaires had been distributed among Schlumberger and Honda employees and finding already being analyzed and interpreted where some group of respondent have their own conflict resolution style.

Hence, this research aim that the Conflict resolution Style measured through the two independent variables which is Individualism , collectivism and also dependent variable which is conflict resolution style. Based on the result findings all the variables will influence a certain conflict resolution style and based on finding.

The objectives of this research is to measure the relationship between individualism and conflict resolution styles in Schlumberger and Honda employees/Management, to know if Schlumberger employees type of conflict resolution style can enhance individualism, to find whether collectivism will effect which type of conflict resolution style, either the result is integrating, compromising, obliging, dominating, or avoiding. All of the objectives have been conclude that all of it is achieved and answered the research questions.

## TABLE OF CONTENT

---

NO	TITLE	PAGE
	<b>TITLE PAGE</b>	i
	<b>DECLARATION OF ORIGINAL WORK</b>	ii
	<b>LETTER OF TRANSMITTAL</b>	iii
	<b>ACKNOWLEDGEMENT</b>	iv
	<b>LIST OF TABLES</b>	x
	<b>LIST OF FIGURES</b>	xi
	<b>ABSTRACT</b>	xiii
<b>1.0</b>	<b>INTRODUCTION</b>	1
1.1	Background of Study	1
1.2	Background of Company	2
1.3	Theoretical Framework	3
1.4	Problem Statement	4
1.5	Research Questions	5
1.6	Research Objectives	5
1.7	Hypotheses	5
1.8	Significance of Study	6
1.8.1	Company (IBM Malaysia Sdn Bhd)	6
1.8.2	Employees	6
1.8.3	Researcher	7